

AMENDMENTS

Please amend the present application as follows:

Claims

The following is a copy of Applicants' claims that identifies language being added with underlining ("__") and language being deleted with strikethrough ("—") or double brackets ("[]"), as is applicable:

1-6. (Canceled)

7. (Currently amended) The method of claim [1] 66, wherein receiving the information comprises receiving a signal corresponding to user deletion of the one or more preconfigured options the user is enabled to make at least one selection of a plurality of particular transaction configuration options included in at least one pre-configured transaction process, the at least one selection causing at least one plurality of particular transaction configuration options to be removed from the pre-configured transaction process.

8-9. (Canceled)

10. (Currently amended) The method of claim [[1]] 66, wherein the at least one of the plurality of transaction configuration option options is a PIN option, wherein the one or more preconfigured options associated with the first set of inputs and corresponding to the PIN option comprises a PIN required option and a multiple PIN required option and wherein the implementing step implements the transaction process responsive to at

~~least one selection of the PIN option requiring a correct PIN entry to complete a transaction.~~

11. (Currently amended) The method of claim 10, wherein ~~the correct PIN entry enables the single execution transaction receiving the information comprises receiving a signal corresponding to user selection of the PIN required option to the exclusion of the multiple PIN required option, the prompted user action during the second purchase sequence based on the PIN required option.~~

12. (Currently amended) The method of claim [[11]] 10, wherein ~~the single execution transaction is enabled for an active period receiving the information comprises receiving a signal corresponding to user selection of the multiple PIN required option to the exclusion of the PIN required option, the prompted user action during the second purchase sequence based on the multiple PIN required option.~~

13. (Currently amended) The method of claim 12, wherein ~~the active period exists until the user deactivates the single execution transaction multiple PIN required option requires multiple user PIN entries.~~

14. (Currently amended) The method of claim [[12]] 10, wherein ~~the multiple PIN required option comprises a range of numbers of PIN entries that is selectable active period expires after a time value, the time value being equal to an amount configured by the user.~~

15. (Canceled)

16. (Currently amended) The method of claim [[1]] 10, wherein the at least one of the plurality of transaction configuration option options is a general settings option, wherein the one or more preconfigured options, associated with the first set of inputs and corresponding to the general settings option, comprises a subscriber login option, and wherein the implementing step implements the transaction process responsive to at least one selection of the subscriber login option.

17. (Currently amended) The method of claim 16, wherein receiving the information comprises receiving a signal corresponding to user selection of the subscriber login option, the prompted user action during the second purchase sequence based on the requires at least one subscriber login option, the prompted user action for the subscriber login option comprising user entry of a user name and password to complete a transaction.

18. (Original) The method of claim 16, wherein the subscriber login option requires at least one subscriber login, the at least one subscriber login being specific to an individual subscriber, the at least one subscriber login of the individual subscriber activating at least one particular transaction process associated with the individual subscriber.

19. (Original) The method of claim 16, wherein the subscriber login option enables a plurality of subscriber logins, each of the plurality of subscriber logins allowing a particular subscriber to activate at least one particular transaction process associated with the particular subscriber.

20. (Original) The method of claim 19, wherein a first of the plurality of subscriber logins is for use by an adult subscriber and a second of the plurality of subscriber logins is for use by a child subscriber.

21. (Original) The method of claim 16, wherein the subscriber login option enables the at least one transaction process for an active period.

22. (Original) The method of claim 21, wherein the active period exists until the user deactivates the at least one transaction process.

23. (Original) The method of claim 21, wherein the active period expires after a time value, the time value being equal to an amount configured by the user.

24. (Currently amended) The method of claim [[1]]66, wherein the at least one of the plurality of transaction configuration option options is a reminder option, wherein the one or more preconfigured options, associated with the first set of inputs and corresponding to the reminder option, comprises a reminder at the start option and a reminder prior option and wherein the implementing step implements the transaction process responsive to at least one selection of the reminder option.

25. (Currently amended) The method of claim 24, wherein receiving the information comprises receiving a signal corresponding to either user selection of the reminder prior option or the reminder at the start option, the reminder prior option requires at least one reminder to be presented to a subscriber to complete a transaction, the transaction

~~involving the purchase of an event, the at least one reminder being presented at commencement of a reminder period before the event.~~

26. (Original) The method of claim 25, wherein the reminder period is a time period, the time period being equal to a value configured by the user.

27. (Currently amended) The method of claim 24, wherein either of the reminder option options requires at least one reminder to be presented to a subscriber, the at least one reminder requiring a subscriber authentication to be entered by the subscriber to complete a transaction.

28. (Original) The method of claim 27, wherein the subscriber authentication comprises a PIN entry.

29. (Currently amended) The method of claim [[1]]66, wherein the at least one of the plurality of transaction configuration option options is a general settings option, wherein the one or more preconfigured options, associated with the first set of inputs and corresponding to the general settings option, comprises a notifier option, and wherein the implementing step implements the transaction process responsive to at least one selection of the notifier option.

30. (Original) The method of claim 29, wherein the notifier option requires a notification icon to be presented to a subscriber, the notification icon being associated with a particular transaction process, and the notification icon indicating the particular transaction process is currently enabled.

31. (Original) The method of claim 30, wherein the particular transaction process comprises a single execution transaction option.

32. (Original) The method of claim 29, wherein the notifier option requires a notification barker be presented to a subscriber to indicate a particular transaction process is currently enabled, the notification barker comprising an interface screen to be presented to the subscriber.

33. (Currently amended) The method of claim [[1]]66, wherein the at least one of the plurality of transaction configuration option options is a billing preference option, wherein the one or more preconfigured options, associated with the first set of inputs and corresponding to the billing preference option, comprises either a charge cable bill option to the exclusion of a charge credit card option or a charge credit card option to the exclusion of a charge cable bill option and wherein the implementing step implements the transaction process responsive to at least one selection of the billing preference option.

34. (Currently amended) The method of claim 33, wherein receiving the information comprises receiving a signal corresponding to user selection of the charge cable bill billing preference option, the prompted user action during the second purchase sequence based on the charge cable bill option, selection of the charge cable bill option enabling enables the user to have the charge for the first on-demand content applied choose a billing method, the billing method being a charge to a cable bill.

35. (Currently amended) The method of claim 33, wherein receiving the information comprises receiving a signal corresponding to user selection of the charge credit card billing preference option, the prompted user action during the second purchase sequence based on the charge credit card option, selection of the charge credit card option enabling enables the user to have the charge for the first on-demand content applied choose a billing method, the billing method being a charge to a credit card.

36. (Currently amended) The method of claim [[1]]66, wherein implementing the second purchase sequence the at least one transaction configuration option is a plurality of transaction configuration options, the plurality of transaction configuration options comprising comprises prompting inputs from the user limited to the subset of the preconfigured options at least one of a single execution transaction option, a PIN option, a multiple PIN option, a subscriber login option, a reminder option, a notifier option, and a billing preference option.

37. (Currently amended) The method of claim 36, wherein further comprising receiving the first set of inputs, receiving the information and the second information, implementing, and delivering in association with a second subset corresponding to a third purchase sequence, the third purchase sequence involving a second type of rental purchase transaction, the second type of rental purchase transaction for media content different than on-demand type of media content at least one selection is a plurality of selections by the user, a first of the plurality of selections is of a PIN option, a second of the plurality of selections is of a reminder option, and a third of the plurality of selections is of a notifier option, the implementing step implements the transaction process

~~responsive to the plurality of selections of the PIN option, the reminder option, and the notifier option.~~

38. (Currently amended) The method of claim [[1]]~~66~~, wherein the on-demand content comprises video-on-demand at least one transaction configuration option is a disable single execution transaction option, and wherein the implementing step implements the at least one transaction process responsive to at least one selection of the disable single execution transaction option preventing a subscriber from being able to utilize a single execution transaction.

39 – 65 (Canceled)

66. (New) A method in a media service system for transaction configuration, the method comprising:

receiving at a server device a first set of inputs corresponding to selection by an administrator of one or more preconfigured options associated with each of a plurality of transaction configuration options, the selected one or more preconfigured options each corresponding to a future prompted user action associated with the respective transaction configuration option available to a user during a first type of rental purchase transaction for on-demand type of media content, the selected one or more preconfigured options collectively comprising a first purchase sequence associated with the rental purchase transaction;

receiving at the server device information corresponding to selection by the user of a subset of the one or more selected preconfigured options among the transaction configuration options, the selected subset collectively comprising a second purchase sequence associated with the first type of rental purchase transaction, the second purchase sequence collectively comprising a total required number of prompted user actions to be taken by the user to complete the first type of rental purchase transaction for the on-demand type of media content, the second purchase sequence comprising fewer steps than the first purchase sequence;

subsequent to receiving the first set of inputs and receiving the information, receiving at the server device second information corresponding to selection by the user of a first on-demand content during a first rental purchase transaction corresponding to the first type;

implementing the second purchase sequence responsive to receiving the second information; and

delivering the first on-demand content to a client device subsequent to completion of the implementation of the second purchase sequence.

67. (New) A method in a media service system for transaction configuration, the method comprising:

receiving at a server device a first set of inputs corresponding to selection by an administrator of a plurality of transaction configuration options, the selected plurality of transaction configuration options configured to prompt a first plurality of user actions involving the media service system and associated with a rental purchase transaction;

receiving at the server device information corresponding to selection by the user of a subset of the selected plurality of transaction configuration options, the selected subset collectively comprising a purchase sequence associated with the rental purchase transaction, the purchase sequence collectively comprising a maximum required number of prompted user actions to be taken in cooperation with the media service system by the user to complete the rental purchase transaction, the maximum required number fewer in number than the first plurality of user actions;

subsequent to receiving the first set of inputs and receiving the information, receiving at the server device second information corresponding to selection by the user of video-on-demand content to commence the rental purchase transaction; and

implementing at the server device the purchase sequence responsive to receiving the second information, the purchase sequence involving the maximum number of prompted user actions; and

transmitting the video-on-demand content to a client device subsequent to completion of the implementation of the second purchase sequence.

68. (New) The method of claim 67, wherein receiving the first set of inputs comprises receiving the first set of inputs corresponding to selection by the administrator of one or more reminder options corresponding to the plurality of transaction configuration options, wherein fewer than the administrator-selected reminder options is presented to the user responsive to completion of the second purchase sequence.

69. (New) The method of claim 67, wherein receiving the first set of inputs comprises receiving the first set of inputs corresponding to selection by the administrator of one or more reminder options corresponding to the plurality of transaction configuration options, wherein the same one or more reminder options is presented to the user responsive to completion of the second purchase sequence.